

**Remit Address:**

**WCAU**  
**PO Box 402492**  
**Atlanta, GA 30384-2492**  
**Main: (610) 668-5510**  
**Billing:**

www.nbcphiladelphia.com

**Billing Address:**

**SRCPMEDIA**  
**Attention: Accounts Payable**  
**201 NORTH UNION STREET**  
**SUITE 200**  
**ALEXANDRIA, VA 22314**

# INVOICE

DUPLICATE

Advertiser	TOM SMITH FOR SENATE	Invoice #	PL12090589
Product	Tue-Mon week	Invoice Date	09/30/12
Estimate Number	273	Invoice Month	September 2012
		Invoice Period	08/27/12 - 09/24/12
Station	WCAU	Order #	335334
Account Executive	Aaron Zeligson	Alt Order #	WOC10033643
Sales Office	Philadelphia NSO	Deal #	
Sales Region	National	Order Flight	09/18/12 - 09/24/12
Billing Calendar	Broadcast	IDB #	
Billing Type	Cash	Advertiser Code	11
Special Handling		Product Code	15
		Agency Ref	66695
		Advertiser Ref	27415

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
1	WCAU	5A-6A M-F NBC10 NEWS 5A	5A-6A M-F								
	LUR										
					09/18/12 to 09/24/12	5x	MTWTF--				
	WCAU			Tu	09/18/12	:30	5:23 AM	TS12TV10H	\$175.00		1
	WCAU			W	09/19/12	:30	5:44 AM	TS12TV11H	\$175.00		4
	WCAU			Th	09/20/12	:30	5:43 AM	TS12TV11H	\$175.00		3
	WCAU			F	09/21/12	:30	5:13 AM	TS12TV10H	\$175.00		5
	WCAU			M	09/24/12	:30	5:14 AM	TS12TV11H	\$175.00		2
2	WCAU	6A-7A M-F	6A-7A M-F								
	LUR										
					09/18/12 to 09/24/12	4x	-TWTF--				
	WCAU			Tu	09/18/12	:30	6:46 AM	TS12TV11H	\$400.00		1
	WCAU			W	09/19/12	:30	5:59 AM	TS12TV10H	\$400.00		5
	WCAU			Th	09/20/12	:30	6:12 AM	TS12TV10H	\$400.00		2
	WCAU			F	09/21/12	:30	6:22 AM	TS12TV11H	\$400.00		4
3	WCAU	7A-9A TODAY SHOW	7A-9A M-F								
	CDR										
					09/18/12 to 09/24/12	10x	MTWTF--				
	WCAU			Tu	09/18/12	:30	7:58 AM	TS12TV10H	\$1,000.00		7
	WCAU			Tu	09/18/12	:30	8:35 AM	TS12TV11H	\$1,000.00		1
	WCAU			W	09/19/12	:30	7:59 AM	TS12TV11H	\$1,000.00		9
	WCAU			W	09/19/12	:30	8:50 AM	TS12TV10H	\$1,000.00		2
	WCAU			Th	09/20/12	:30	7:29 AM	TS12TV11H	\$1,000.00		3
	WCAU			Th	09/20/12	:30	8:48 AM	TS12TV10H	\$1,000.00		6
	WCAU			F	09/21/12	:30	8:37 AM	TS12TV10H	\$1,000.00		10

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Sales Region	National	Order Flight	09/18/12 - 09/24/12
Billing Calendar	Broadcast	IDB #	
Billing Type	Cash	Advertiser Code	11
Special Handling		Product Code	15
		Agency Ref	66695
		Advertiser Ref	27415

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
3	WCAU	7A-9A TODAY SHOW	7A-9A M-F								
	CDR										
	WCAU			F	09/21/12	:30	8:50 AM	TS12TV11H	\$1,000.00		4
	WCAU			M	09/24/12	:30	7:21 AM	TS12TV11H	\$1,000.00		5
	WCAU			M	09/24/12	:30	8:50 AM	TS12TV10H	\$1,000.00		8
4	WCAU	7A-9A SATURDAY	7A-9A SA								
	CDR										
					09/17/12 to 09/23/12	2x	-----S-				
	WCAU			Sa	09/22/12	:30	6:58 AM	TS12TV11H	\$500.00		2
	WCAU			Sa	09/22/12	:30	7:29 AM	TS12TV10H	\$500.00		1
5	WCAU	9A-10A TODAY SHOW 2	9A-10A M-F								
	CDR										
					09/18/12 to 09/24/12	4x	-TWTF--				
	WCAU			Tu	09/18/12	:30	9:28 AM	TS12TV10H	\$425.00		3
	WCAU			W	09/19/12	:30	9:51 AM	TS12TV11H	\$425.00		1
	WCAU			Th	09/20/12	:30	10:00 AM	TS12TV11H	\$425.00		4
	WCAU			F	09/21/12	:30	9:51 AM	TS12TV10H	\$425.00		5
6	WCAU	8-10A SUNDAY	758A-956A SUNDAY								
	CDR										
					09/17/12 to 09/23/12	2x	-----S				
	WCAU			Su	09/23/12	:30	7:59 AM	TS12TV10H	\$475.00		2
	WCAU			Su	09/23/12	:30	9:29 AM	TS12TV11H	\$475.00		1
7	WCAU	10A-11A TODAY SHOW 3	10A-11A M-F								
	CDR										

MTWTF--

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Sales Region	National	Order Flight	09/18/12 - 09/24/12
Billing Calendar	Broadcast	IDB #	
Billing Type	Cash	Advertiser Code	11
Special Handling		Product Code	15
		Agency Ref	66695
		Advertiser Ref	27415

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
7	WCAU	10A-11A TODAY SHOW 3	10A-11A M-F								
	CDR										
					09/18/12 to 09/24/12	5x					
	WCAU			Tu	09/18/12	:30	10:52 AM	TS12TV11H	\$375.00		3
	WCAU			W	09/19/12	:30	10:51 AM	TS12TV10H	\$375.00		2
	WCAU			Th	09/20/12	:30	10:59 AM	TS12TV10H	\$375.00		1
	WCAU			F	09/21/12	:30	10:51 AM	TS12TV11H	\$375.00		5
	WCAU			M	09/24/12	:30	10:45 AM	TS12TV10H	\$375.00		6
8	WCAU	3P-4P M-F ELLEN	3P-4P M-F								
	LUR										
					09/18/12 to 09/24/12	4x	- TWTF - -				
	WCAU			Tu	09/18/12	:30	3:21 PM	TS12TV10H	\$300.00		4
	WCAU			W	09/19/12	:30	3:30 PM	TS12TV11H	\$300.00		2
	WCAU			Th	09/20/12	:30	3:23 PM	TS12TV11H	\$300.00		5
	WCAU			F	09/21/12	:30	3:37 PM	TS12TV10H	\$300.00		3
9	WCAU	4P-5P NBC10 NEWS	4-5P M-F								
	LUR										
					09/18/12 to 09/24/12	10x	MTWTF - -				
	WCAU			Tu	09/18/12	:30	4:12 PM	TS12TV11H	\$300.00		1
	WCAU			Tu	09/18/12	:30	4:42 PM	TS12TV10H	\$300.00		9
	WCAU			W	09/19/12	:30	4:37 PM	TS12TV10H	\$300.00		6
	WCAU			W	09/19/12	:30	4:53 PM	TS12TV11H	\$300.00		2
	WCAU			Th	09/20/12	:30	4:29 PM	TS12TV10H	\$300.00		8
	WCAU			Th	09/20/12	:30	4:46 PM	TS12TV11H	\$300.00		3
	WCAU			F	09/21/12	:30	4:36 PM	TS12TV11H	\$300.00		10

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Account Executive	Aaron Zeligson	Alt Order #	WOC10033643
Sales Office	Philadelphia NSO	Deal #	
Sales Region	National	Order Flight	09/18/12 - 09/24/12
Billing Calendar	Broadcast	IDB #	
Billing Type	Cash	Advertiser Code	11
Special Handling		Product Code	15
		Agency Ref	66695
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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
9	WCAU	4P-5P NBC10 NEWS	4-5P M-F								
	LUR										
	WCAU			F	09/21/12	:30	4:52 PM	TS12TV10H	\$300.00		4
	WCAU			M	09/24/12	:30	4:29 PM	TS12TV10H	\$300.00		5
	WCAU			M	09/24/12	:30	4:46 PM	TS12TV11H	\$300.00		7
10	WCAU	5-6P NBC10 NEWS @ 5 M-F	5-6P M-F								
	LUR										
					09/18/12 to 09/24/12	10x	MTWTF--				
	WCAU			Tu	09/18/12	:30	4:58 PM	TS12TV11H	\$400.00		6
	WCAU			Tu	09/18/12	:30	5:23 PM	TS12TV10H	\$400.00		1
	WCAU			W	09/19/12	:30	5:28 PM	TS12TV10H	\$400.00		2
	WCAU			W	09/19/12	:30	5:45 PM	TS12TV11H	\$400.00		8
	WCAU			Th	09/20/12	:30	5:37 PM	TS12TV10H	\$400.00		3
	WCAU			Th	09/20/12	:30	5:52 PM	TS12TV11H	\$400.00		9
	WCAU			F	09/21/12	:30	5:10 PM	TS12TV11H	\$400.00		10
	WCAU			F	09/21/12	:30	5:53 PM	TS12TV10H	\$400.00		4
	WCAU			M	09/24/12	:30	5:11 PM	TS12TV10H	\$400.00		5
	WCAU			M	09/24/12	:30	5:39 PM	TS12TV11H	\$400.00		7
11	WCAU	6P-630P NBC10 NEWS	6P-630P M-F								
	CDR										
					09/18/12 to 09/24/12	5x	MTWTF--				
	WCAU			Tu	09/18/12	:30	6:23 PM	TS12TV11H	\$800.00		2
	WCAU			W	09/19/12	:30	6:28 PM	TS12TV10H	\$800.00		3
	WCAU			Th	09/20/12	:30	6:23 PM	TS12TV10H	\$800.00		5
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11	WCAU	6P-630P NBC10 NEWS	6P-630P M-F								
	CDR										
	WCAU			M	09/24/12	:30	6:22 PM	TS12TV10H	\$800.00		1
12	WCAU	6P-630P SA/SU	6P-630P SA/SU								
	LUR										
					09/17/12 to 09/23/12	2x	-----S				
	WCAU			Su	09/23/12	:30	6:14 PM	TS12TV10H	\$475.00		1
	WCAU			Su	09/23/12	:30	6:28 PM	TS12TV11H	\$475.00		2
13	WCAU	7P-730P M-F	7P-730P M-F								
	CDR										
					09/18/12 to 09/24/12	2x	-TWTF--				
	WCAU			Tu	09/18/12	:30	7:25 PM	TS12TV10H	\$1,100.00		1
	WCAU			W	09/19/12	:30	7:24 PM	TS12TV11H	\$1,100.00		2
14	WCAU	730P-8P M-F	730P-8P M-F								
	CDR										
					09/18/12 to 09/24/12	2x	-TWTF--				
	WCAU			Th	09/20/12	:30	7:42 PM	TS12TV11H	\$1,100.00		2
	WCAU			F	09/21/12	:30	7:42 PM	TS12TV10H	\$1,100.00		1
15	WCAU	11-1135P M-F LATE NEWS	11P-1135P								
	CDR										
					09/18/12 to 09/24/12	4x	-TWTF--				
	WCAU			Tu	09/18/12	:30	11:25 PM	TS12TV11H	\$2,300.00		3
	WCAU			W	09/19/12	:30	11:25 PM	TS12TV11H	\$2,300.00		4
	WCAU			Th	09/20/12	:30	11:29 PM	TS12TV10H	\$2,300.00		1

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	CDR										
	WCAU			F	09/21/12	:30	11:33 PM	TS12TV11H	\$2,300.00		5
16	WCAU	TONIGHT SHOW W/JAY LENO	1135P-107A								
	CDR										
					09/18/12 to 09/24/12	5x	MTWTF--				
	WCAU			Tu	09/18/12	:30	12:09 AM	TS12TV10H	\$600.00		4
	WCAU			W	09/19/12	:30	12:08 AM	TS12TV10H	\$600.00		3
	WCAU			Th	09/20/12	:30	12:09 AM	TS12TV11H	\$600.00		5
	WCAU			F	09/21/12	:30	12:19 AM	TS12TV10H	\$600.00		2
	WCAU			M	09/24/12	:30	12:30 AM	TS12TV10H	\$600.00		1
17	WCAU	W 8-9P THE VOICE	W 8-9P								
	LUR										
					09/17/12 to 09/23/12	1x	--W----				
	WCAU			W	09/19/12	:30	7:59 PM	TS12TV10H	\$2,500.00		1
18	WCAU	6A-7A M-F	6A-7A M-F								
	LUR										
					09/18/12 to 09/24/12	1x	M-----				
	WCAU			M	09/24/12	:30	6:43 AM	TS12TV10H	\$500.00		1
19	WCAU	9A-10A TODAY SHOW 2	9A-10A M-F								
	CDR										
					09/18/12 to 09/24/12	1x	M-----				
	WCAU			M	09/24/12	:30	9:51 AM	TS12TV11H	\$475.00		1
20	WCAU	3P-4P M-F ELLEN	3P-4P M-F								

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## FOR LIM INVOICES:

The amount set forth in this invoice is payable pursuant to the insertion order referenced above

**Remit Address:**

**WCAU**  
**PO Box 402492**  
**Atlanta, GA 30384-2492**  
**Main: (610) 668-5510**  
**Billing:**

www.nbcphiladelphia.com

**Billing Address:**

**SRCPMEDIA**  
**Attention: Accounts Payable**  
**201 NORTH UNION STREET**  
**SUITE 200**  
**ALEXANDRIA, VA 22314**

# INVOICE

DUPLICATE

Advertiser	TOM SMITH FOR SENATE	Invoice #	PL12090589
Product	Tue-Mon week	Invoice Date	09/30/12
Estimate Number	273	Invoice Month	September 2012
		Invoice Period	08/27/12 - 09/24/12
Station	WCAU	Order #	335334
Account Executive	Aaron Zeligson	Alt Order #	WOC10033643
Sales Office	Philadelphia NSO	Deal #	
Sales Region	National	Order Flight	09/18/12 - 09/24/12
Billing Calendar	Broadcast	IDB #	
Billing Type	Cash	Advertiser Code	11
Special Handling		Product Code	15
		Agency Ref	66695
		Advertiser Ref	27415

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
	LUR				09/18/12 to 09/24/12	1x	M-----				
21	WCAU	11-1130P LATE NEWS SAT	11-1130P	M	09/24/12	:30	3:47 PM	TS12TV11H	\$350.00		1
	CDR				09/18/12 to 09/24/12	1x	-----S-				
22	WCAU	11-1135P M-F LATE NEWS	11P-1135P	Sa	09/22/12	:30	11:24 PM	TS12TV11H	\$2,300.00		1
	CDR				09/18/12 to 09/24/12	1x	M-----				
23	WCAU	NFL LATE NEWS	11P-1205A	M	09/24/12	:30	11:13 PM	TS12TV11H	\$2,300.00		1
	CDR				09/18/12 to 09/24/12	1x	-----S				
	WCAU			Su	09/23/12	:00			<del>\$2,100.00</del>	See MG 23.2	1
							PREEMPT-RAN LATE DUE SPORTS				
	WCAU		11P-1250A	Su	09/23/12	:30	12:42 AM	TS12TV10H	\$2,100.00	MG for 23.1 09/23	2

**Aired Spots** **83**

**Gross Total** **\$58,275.00**

**Payment Terms 30 Days**

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**Billing Address:**

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**SUITE 200**  
**ALEXANDRIA, VA 22314**

# INVOICE

DUPLICATE

Advertiser	TOM SMITH FOR SENATE
Product	Tue-Mon week
Estimate Number	273

Station	WCAU
Account Executive	Aaron Zeligson
Sales Office	Philadelphia NSO
Sales Region	National

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

<b>Invoice #</b>	<b>PL12090589</b>
Invoice Date	09/30/12
Invoice Month	September 2012
Invoice Period	08/27/12 - 09/24/12

Order #	335334
Alt Order #	WOC10033643
Deal #	
Order Flight	09/18/12 - 09/24/12

IDB #	
Advertiser Code	11
Product Code	15

Agency Ref	66695
Advertiser Ref	27415

Agency Commission            **\$8,741.25**  
Net Amount Due                **\$49,533.75**

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